



# AEDC PROGRESS REPORT

QUARTER 3 OF 2017 | ENDING SEPT. 30

## REPORT HIGHLIGHTS

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- The Anchorage Cares campaign launched successfully; highlights include bus signs and ads in the Dimond Center.
- The 3-Year Economic Outlook Luncheon sold out, and attendee feedback was mostly positive.
- Anchorage's Comprehensive Economic Development Strategy made much progress, and will be finalized in early 2017.
- AEDC released four economic reports.



## Community Engagement



In Q3, AEDC staff remained active in the community, participating in dozens of meetings, conferences and public events:

- The Sept. 9 Fish Creek Festival (pictured at left) drew many neighbors to Spenard for an afternoon of music, food and art.
- Staff members regularly attended board meetings and luncheons of the Chugiak-Eagle River Chamber of Commerce.
- In July, AEDC staff participated in a business startup conference hosted by the 49th State Angel Fund and the Alaska Small Business Development Center.
- An Entrepreneur Hall at the annual 3-Year Outlook Luncheon gave 17 startup companies an opportunity to showcase their work.
- Logistics Business Development Director Will Kyzer was elected chairman of the Export Council of Alaska, which represents Alaska export businesses and service providers and held meetings in July, August and September.

## Project Updates

### EXECUTIVE

The 3rd quarter was another busy period for AEDC, kicking off with another sold out Outlook Forecast luncheon at the Dena'ina Center. Over 1,500 business and community leaders gathered to see and hear AEDC's latest 3-year economic forecast for the Anchorage economy and latest Anchorage Consumer Optimism Index report. The reports continue to reflect the current recession affecting the Anchorage and Alaska economies, with an outlook for modest job losses in 2018.

The AEDC Board of Directors completed a significant reorganization of the board on July 1, downsizing from a 31-member board to a 15-member board. The Board also established the AEDC Investors' Council consisting of key business leaders from AEDC's membership to advise the board on strategic and business community issues. Members of the Council are appointed annually at the Board of Directors' annual meeting in December and serve 1-year terms beginning Jan. 1.

Many key projects saw good progress in the 3rd quarter. Live. Work. Play., the Anchorage Community Economic Development Strategy project, the Aeronexus Alliance and AEDC general programming all saw positive efforts. AEDC staff continued to assist both local and out-of-state businesses with market research, referrals and assistance with their efforts to make investments in Anchorage and Alaska.

## EXECUTIVE CONT.

### Community meetings:

Media Interviews (12), LWP Arts Council Funders meeting, Rep. Ivy Sponholz, U.S. HSS Secretary Tom Price Luncheon, Business Roundtable with U.S. Deputy Assistant Secretary Dennis Alvord, Anchorage Mayor Ethan Berkowitz (3), Assembly members Fred Dyson and John Weddleton

### Community activities:

Anchorage Chamber of Commerce Board (2), Anchorage Downtown Partnership Board (2), Anchorage Heritage Center Garden Party Fundraiser, 49SAF Advisory Board (3), Alyeska Pipeline 40th Anniversary Reception, JBER Community Partnership Leadership Meeting, Alaska Command Civilian Advisory Board meeting, Cargo Airline Association Presentation, 90% by 2020 Leadership Team Meeting, Rasmuson Foundation Grant Makers Dinner, Rasmuson Foundation Grant Makers Train event, ReMax Client Event, Presentation to the Chugiak- Eagle River Chamber Luncheon, Hillside Rotary Club Presentation, Building Owners and Managers Association of Anchorage Luncheon (2), 3600 Spenard Road Grand Opening, Anchorage Chamber of Commerce Gold Pan Awards, UAA Celebrity Chef Invitational Fundraiser, Thompson & Co. Alaska 100 Launch Party, Alaska Permanent Capital 25th Anniversary Reception

## BUSINESS & ECONOMIC DEVELOPMENT

**Project Name:** Anchorage Comprehensive Economic Development Strategy

**Project Lead:** Emma Kelly

**Date:** Ongoing

**Description:** In Q3, AEDC continued commissioned work on Anchorage's Comprehensive Economic Development Strategy -- a strategy for the Municipality of Anchorage to diversify and grow its economy while increasing jobs and attracting and retaining workforce. Staff led steering committee meetings and presented project updates to the Downtown Community Council. AEDC received roughly 35 comments during the 30-day public feedback period. Those comments were all recorded in a spreadsheet and all changes made based on them were tracked. AEDC is currently working on making the background section more robust and continuing to incorporate feedback from steering committee members. The document is expected to be 90 percent completed, including layout and formatting, by January. After that, there will be a second 2-week public comment period. Once any comments from that period are incorporated, the document will be sent to the Mayor's office and then the Anchorage Assembly for approval.



**Project Name:** Cost of Living Index Data Collection

**Project Lead:** Emma Kelly

**Date:** July 2017

**Description:** AEDC conducted data collection for the Cost of Living Index. This quarterly project provides a pricing comparison of key consumer costs in cities across the nation -- the most reliable source of city-to-city comparisons of key consumer costs available anywhere. COLI data is recognized by the U.S. Census Bureau, U.S. Bureau of Labor Statistics, CNN Money and the President's Council of Economic Advisors. Described in detail and completely transparent to users, both data and methodology are reviewed by an advisory board composed of academic researchers and government officials. The Cost of Living Index is referenced in the U.S. Census Bureau's Statistical Abstract of the U.S. Participation ensures Anchorage continues to be included in this 265-city report, allowing us to maintain an understanding of our standing versus other cities. Providing data also gives us access to no-cost quarterly and annual reports to data.



**Project Name:** "Pop-Up" Anchorage

**Project Lead:** Emma Kelly

**Date:** March - November 2017

**Description:** In Q3, AEDC worked to complete a case study of the entrepreneurial resources available for minorities, immigrants and refugees in the Municipality of Anchorage, and to create a set of recommendations to address barriers going forward. AEDC explored what a pop-up retail program similar to that of REVOLVE Detroit would look like in Anchorage. Activating vacant storefronts with unique businesses and art installations, REVOLVE transforms historic neighborhoods and underutilized commercial corridors into vibrant retail districts. The project included a trip to learn about similar efforts in the Lower 48. AEDC conducted background research on the existing entrepreneurial infrastructure by talking to commercial realtors, business development centers, neighborhood agencies and minority business owners. Through these conversations, AEDC identified the obstacles and needs of aspiring minority entrepreneurs as well as the potential avenues for success. This research culminated in the realization that Anchorage lacks the foundational infrastructure, specifically technical assistance and microlending, to enact a pop-up retail program.

**Project Name:** Business Attraction E-news

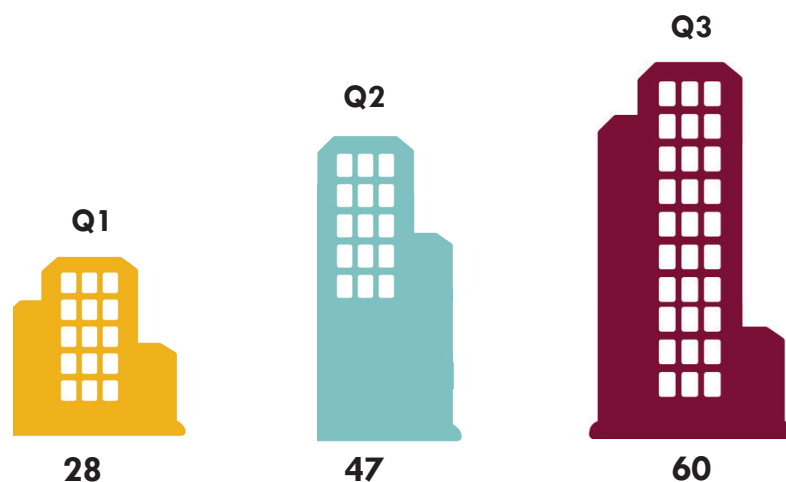
**Project Lead:** Emma Kelly

**Date:** Quarterly

**Description:** AEDC created a quarterly newsletter highlighting Anchorage investment opportunities for site selectors and industry leaders outside Alaska. This phase of the newsletter creation consisted of research & development to identify what opportunities in Anchorage AEDC could best showcase.



## Businesses assisted by AEDC in 2017



## AIRPORT-RELATED BUSINESS DEVELOPMENT

**Project Name:** Airport real estate tour for prospective Chinese investor

**Project Lead:** Will Kyzer

**Date:** Sept. 22, 2017

**Description:** AEDC was contacted by an intermediary for a Chinese party visiting Anchorage to assess investment opportunities related to Ted Stevens Anchorage International Airport (TSAIA). AEDC consulted with the Chinese investor on their real estate needs and -- on very short notice -- successfully arranged tours of privately-owned facilities at TSAIA and a meeting with TSAIA representatives.

**Project Name:** Facility due diligence: AeroNexus® project

**Project Lead:** Will Kyzer

**Date:** August-September 2017

**Description:** In Q3 2017, AEDC was able to identify at least three new real estate options for industry sectors (pharma, automotive electronics, consumer electronics, etc.) targeted as part of the Alaska AeroNexus® Alliance effort. Existing buildings both on and off-airport have been vetted for their viability for specific industry operations (warehouse, cold storage warehousing, light assembly, etc.) and their brokers consulted. These new real estate options strengthen AEDC's ability to deliver strong investment proposals going forward.

**Project Name:** Site certification discussions

**Project Lead:** Will Kyzer

**Date:** Sept. 28, 2017

**Description:** AEDC met with the Municipality of Anchorage's Office of Economic & Community Development to discuss the possibility of establishing a site certification program in Anchorage. Site certification is a process by which a landowner and community conduct due diligence on a specific land parcel and certify it is "development ready". The Municipality is reviewing the requirements of site certification and their existing capacity to oversee such a program.

## DEVELOPMENT

**Project Name:** 2017 3-Year Outlook Luncheon

**Project Lead:** Darleen Fernandez

**Date:** July 26, 2017

**Description:** Over 1,500 guests attended the July luncheon featuring guest speaker Abhi Nemani. Thirty-six cash sponsorships totaling \$135,000 and 7 in-kind sponsorships equaling \$35,760 in value were secured. The event was well received by the community, and overall feedback was positive.

### **Community activities:**

Petroleum Club of Anchorage, Fran Ulmer Guest Speaker

Thompson & Company, The Alaska 100 launch

Anchorage Symphony, Champagne Pops

Cook Inlet Housing Authority, 3600 Spenard Grand Opening

White Wings Aircraft Services, Customer Appreciation BBQ



**Project Name:** July Cycle Investor Renewal Billing

**Project Lead:** Darleen Fernandez

**Date:** July 1, 2017

**Description:** Ninety-eight (98) Investors were invoiced in the July billing cycle. To date, 93% of invoiced revenue has been realized. Seven Investors did not renew. Without exception, financial challenge was cited as reason to drop.

**Project Name:** Investor Feedback

**Project Lead:** Darleen Fernandez

**Date:** Ongoing

**Description:** Collecting feedback from satisfied AEDC investors, see some examples below:

“The Alaska Club values the partnership with AEDC because we are able to keep a pulse on the economy of Southcentral Alaska, what’s trending, how our industry compares to others, and what’s shaping the future economy of Alaska. The partnership with AEDC and its resources allow us to make better business decisions.”

“Coffman Engineers supports AEDC because AEDC supports our community. The AEDC provides customized research, analytics, insight, and a staff of professionals that make doing business and living in Anchorage a positive and well-informed experience.”

“Denali Federal Credit Union appreciates that AEDC is the ultimate champion for our community. From their Annual Forecast Luncheons to their Live.Work.Play. initiative, Denali can count on AEDC to be in the forefront of everything regarding Anchorage’s economy and quality of life. We are proud to be a sponsoring member of this dynamic organization. Keep up the good work!”



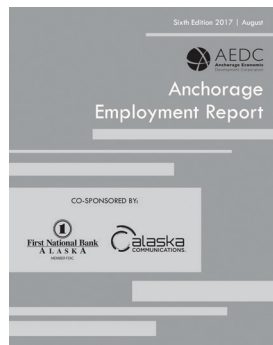
# RESEARCH

**Project Name:** AEDC Reports

**Project Lead:** Sean Carpenter

**Date:** July-October 2017

**Description:** In Q3, AEDC released four reports covering everything from employment to consumer confidence. Reports were published online and distributed via e-newsletters, social media and live events. The largest report was the 3-Year Economic Outlook Report, which was the centerpiece of the presentation at the July luncheon.

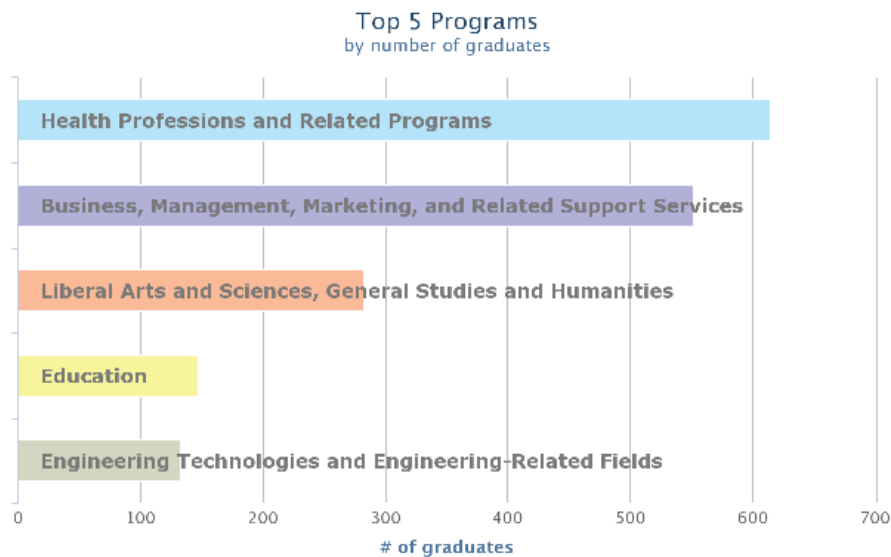


**Project Name:** AnchorageProspector.com

**Project Lead:** Sean Carpenter

**Date:** Ongoing

**Description:** Anchorage Proespector continues to develop and expand in terms of the information that it can offer. In Q3 of 2017, Anchorage Prospector recieved a “Talent” module - a source of data that reveals educational attainment of Anchorage citizens and the amount of students university programs are graduating each year. Below is a snapshot of one of the aspects of the Talent module; it shows a snapshot of Anchorage’s top 5 degree programs by graduates.



## LIVE. WORK. PLAY.

**Project Name:** Anchorage Cares Campaign

**Project Lead:** Moira Gallagher

**Date:** 2016-2019

**Description:** A public awareness campaign to deter members of the public from giving directly to panhandlers. There are multiple components to this project including a communications strategy and a panhandling point-in-time count. This was the quarter where the campaign launched, with plans for additional work at the end of the year.

Some notable outcomes from this project this quarter were:

- Business Discussion on Panhandling – Live. Work. Play. facilitated a discussion on the impact of panhandling between Anchorage businesses, Mayor Ethan Berkowitz and the Anchorage Police Department (with APD Chief Justin Doll).

- Signage went up at Easy Park Locations, Fifth Avenue Mall, Diamond Mall and People Mover buses, with some digital ads scheduled for December 2017.

Some of the ads are pictured on the right. They range from floor decals to 46x60 lightbox posters. All assets were created by AEDC’s Communications Dept., saving a large expense in art creation and production and allowing AEDC to leverage the funds raised for Anchorage Cares efficiently.

**Project Name:** Millennial Workforce Survey

**Project Lead:** Connor Keesecker

**Date:** September-December 2017

**Description:** As a contract with sponsors Wells Fargo, Providence, Premera and Alaska Executive Search, AEDC is conducting a city-wide survey of those born between 1980-2000 regarding workplace/employment preferences and interest in various urban amenities. The survey results will inform a report in late 2017 about the Millennial Workforce in Anchorage.



**GIVE REAL CHANGE,  
NOT SPARE CHANGE.**



Together we can solve panhandling.  
**ANCHORAGECARES.ORG**

**HUMAN TRAFFICKING**  
**HOMELESS CAMPS**  
**PROPERTY DAMAGE**  
**SUBSTANCE ABUSE**

These are just a few things that giving to panhandlers contributes to. Learn about the adverse effects of panhandling and how to help at:

**ANCHORAGECARES.ORG**

Anchorage Cares brought to you by LIVE WORK PLAY ANCHORAGE

**GIVE REAL CHANGE,  
NOT SPARE CHANGE.**

**GIVE REAL CHANGE,  
NOT SPARE CHANGE.**

Together we can solve panhandling.

**LIVE WORK PLAY ANCHORAGE**

Go to: **AnchorageCares.org**



## LIVE. WORK. PLAY. CONTINUED



**Project Name:** Fish Creek Festival

**Project Lead:** Moira Gallagher

**Date:** Sept. 9, 2017

**Description:** AEDC did the following for the Fish Creek Festival:

- Organized Fish Creek Festival Duct Tape and Blue Tarp Parade
- Attended festival planning committee meetings
- Made flags for parade participants and provided supplies for float builders
- Organized float building session at the Church of Love
- Contacted businesses and organizations for parade participation and funding for festival
- Mapped out parade route and provided day of logistical support
- Communications team created pamphlets for parade and festival

**Project Name:** Make Anchorage - Private Arts Council

**Project Lead:** Moira Gallagher

**Date:** 2015-2018

**Description:** An initiative of the Live.Work. Play. Creative Placemaking Area of Focus designed to create a private arts council in Anchorage.

Although there are a multitude of arts groups all over Anchorage, there is no single group that functions like Make Anchorage would. Make Anchorage would be important for developing “the creative economy” by leveraging public and private funds for the arts. Make Anchorage could also serve as an important public advocate of arts in the community. This would strengthen the arts community in Anchorage and further the development of Anchorage’s unique “sense of place.”

**Project Name:** Trails Initiative Wayfinding Project

**Project Lead:** Moira Gallagher


**Date:** 2017-2018

**Outcome:** A community fundraising effort to support the installation and maintenance of new maps and signs on Anchorage Trails.

A total of \$172,000 has been raised so far with 12 signs / kiosks sponsored. A total of 26 mile and half-mile markers are up all along the Chester Creek Trail, complete with emergency locators aligned with the 911 dispatch system, so emergency responders can find those in distress quickly.

# Communications

## SNAPSHOT

<b>NEWS COVERAGE</b>	<b>SOCIAL MENTIONS</b>	<b>SOCIAL MEDIA</b>	 <b>6% YOY</b>	<b>E-NEWS</b>	
Q1 - 33	Q1 - 253	11,036		<b>SUBSCRIBERS</b>	
Q2 - 31	Q2 - 272	<b>FOLLOWERS</b>		Q3 '16	6,089
Q3 - 41	Q3 - 266			Q3 '17	7,987

**Key projects worked on by the Communications Department during Q3:**

- *July Luncheon* - Selling tickets, designing all materials/presentations, media planning and technical logistics
- *Millennial Workforce Survey* - Assisting with survey design
- *Anchorage Cares* - Designing and media placement of assets
- *Business Attraction E-News* - Designing the strategy, creating content, monitoring progress
- *Anchorage Comprehensive Economic Development Strategy* - Managing public comment process

**Notable Media Coverage**

- *YIELD: Anchorage winning against homelessness but losing downtown* - **The Anchorage Press**
- *Expect more job losses this year and next in Anchorage, report says* - **Alaska Dispatch News**
- *AEDC projects another year of recession based on uncertainty from Juneau* - **KTVA 11 News**
- *AEDC: Recession extended by inaction* - **Alaska Journal of Commerce**
- *2017 AEDC 3-Year Outlook* - **Alaska Public Radio Network**
- *Businesses invest in Anchorage despite statewide recession* - **Associated Press**
- *Air Anchorage: Cargo a huge boon for Anchorage economy* - **Mat-Su Valley Frontiersman**

## PUBLIC RELATIONS

PR Inquiries	Q1	Q2	Q3
Media Contacts	28	36	41
Presentations by staff	19	17	19



## WEBSITE

This quarter, there was a 19.92 percent increase in pageviews, and 8.15 percent decrease in time on page. This is most likely due to luncheon ticket sales driving traffic to the website. The bounce rate decreased by 8.99 percent as well over the last quarter. While there is no sure method of assessing why, there is correlation to the content that was created for the express purposes of increasing user engagement. During Q4 of 2017, to be implemented in Q1 of 2018, the Communications team will assess the past strategies used for the website and modify them in order for AEDC to better fulfill its mission by communication with its constituents - including investors.

## E-NEWSLETTERS

The three AEDC newsletter lists remain constant in terms of open rates and click rates. The investor list maintains a 21.6 percent open rate with a 3.7 percent click rate, and the Live. Work. Play. list maintains a 22.6 percent open rate with a 3.3 percent click rate. The non-profit average for open rates is 24.98 percent and the average click rate is 2.76 percent. AEDC's clickthrough rate is significantly higher than the non-profit average. AEDC won two Aurora Awards for its newsletter redesign/strategy, the results of a broad-based internal effort.



## Staff

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